



PO Box 420, Wabash, IN 46992
Email: info@wabashmarketplace.org
Tel. 260.563.0975

April 2010

Dear Vendor:

It's time again to announce the opening of our weekly Farmers' Market. We will officially open the market on Saturday, June 5, 2010. The last market will be October 16, 2010.

Wabash Marketplace Inc. (WMI) will be your host for the Farmers' Market. WMI along with local businesses, volunteers and members of the community want to promote the Wabash Farmers' Market to a new level of success. In order to attract consumers to your Farmers' Market we have several exciting marketing strategies:

- Our own Farmers' Market cards will be placed at local businesses and other key areas where consumers and visitors can pick them up and learn about the Market. Additionally, the Farmers' Market will be mentioned in brochures for other local events and festivals.
- Signage will be provided at several locations to direct visitors toward the Market and remind local residents of the event.
- At least one live radio show is planned in addition to radio advertising promoting the Market.
- Newspaper press releases are planned, as well as weekly postings in local community calendars.
- We will partner the Farmers' Market with WIC to allow vendors (you) to accept WIC checks at no additional cost to you.

We have implemented a nominal fee of fifty dollars (\$50.00) per vendor for the full season, or thirty dollars (\$30.00) for a half season. The fee, along with the benevolence of local members of the community, will help us continue to grow this event.

We request that you provide your own tables, chairs and setup. As before, please take all your trash with you when you finish for the day.

The market hours will be from 9 am to 2 pm each Saturday. Vendor spaces will be assigned by reservation. Space will be provided for Saturday morning selling only.

The location is the same: the north Honeywell Center/Elks parking lot facing Market St. During the Kunkel Cruise In Car Show on August 14th, and Kid-O-Rama on September 18th, the east lot at the corner of Cass and Canal Streets will be used. Other times for possible location changes will be determined based on parking needs for Honeywell and Elks facilities programming. You will notice changes of location by the placement of the Farmers' Market signs.

****Due to possible changes at the state level, the additional application required for the Wabash County Health Department is not ready at this time. You will be receiving the form(s) before the start of the market either from Wabash Marketplace or directly from the Health Department.

We invite you to join us again this year to offer the bounty of your gardens to eager consumers. **Please return the attached form and payment check by May 21, 2010 to Wabash Marketplace, Inc., PO Box 420, Wabash IN 46992.**

James P. Hall
Wabash Marketplace, Inc.